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Country of Origin Labeling Program
Agricultural Marketing Service
USDA

What truth is there to the idea that labeling beef as to its origin will inspire the consumer pay more for beef? COOL will certainly raise the price of beef because of the 2 billion dollar cost, plus costs of record keeping, labeling, tracking, animal ID, and product segregation.

Packers are already hearing from retailers requiring them by September, 2004 to provide documentation and certification to meet the COOL requirements. This will require cattle producers to comply with proof of origin to the packers. Should this information not be adequate due to lack of animal identification, producers livestock may not be saleable for the US retail trade. The livestock industry is not ready yet for mandatory livestock ID.

For these reasons the legislation authorizing Country of Origin Labeling needs to be resended..



Sam Tuckwiller
Beef Producer